

A CLEVER WAY TO ADD NUTRITION TO YOUR TODDLER'S FAVORITE FOODS: GO & GROW BY SIMILAC® FOOD MIX-INS™

- Abbott introduces first-of-its-kind toddler product designed to mix into foods - kids don't taste a difference

ABBOTT PARK, Ill., May 9, 2016 /PRNewswire/ -- Eating a balanced, nutritious diet is the foundation for healthy growth, and ideally, every toddler would happily gobble up nutrient-rich foods like broccoli and sweet potatoes. But in reality, it can take a while for certain foods to appeal to kids. This is why Abbott is launching new Go & Grow by Similac® Food Mix-Ins™ (Mix-Ins), the first toddler product designed to mix into your toddler's favorite foods like yogurt, oatmeal and macaroni and cheese.

Toddlers are particular about the foods they eat. An appreciation for different tastes and textures takes time. That's where Mix-Ins can help. Designed for kids 12 months and older, each Mix-Ins single-serve powder simply enhances foods with added nutrition like protein, fiber, vitamins and minerals as well as OptiGRO™, Similac's unique blend of DHA, lutein and vitamin E that supports brain, eye and overall growth and development.

And the best part: Mix-Ins doesn't change the texture of foods and toddlers don't taste a difference.

"We all want our kids to eat healthy foods, but too many toddlers aren't getting the proper nutrition they need. According to food consumption study data¹, by ages 15 to 18 months, french fries are still the most common 'vegetable' eaten," said Tama Bloch, registered dietitian and pediatric nutrition expert at Abbott. "I'm a parent, and I know how tough mealtimes can be with toddlers, but it's important that parents teach healthy eating habits early in life. By adding Mix-Ins into foods like yogurt and apple sauce, parents can ensure toddlers get a high level of nutrition while learning to love healthy foods."

The same study¹ of more than 3,000 infants and toddlers also showed 27% consumed no fruits and 32% consumed no veggies. It is critical during toddlerhood for children to learn to eat new foods with different flavors and textures, especially fruits and vegetables.

Mix-Ins isn't a replacement for healthy eating, but it can make favorite foods more nutritious. At home or on the go, parents can stir a packet of Mix-Ins into foods once or twice a day to complement their toddler's nutrition. Go & Grow Mix-Ins ingredients are not genetically engineered.

Nutritional Information for the Go & Grow Mix-Ins (per packet or serving size):

- 3 grams of protein (20% daily value)
- 3 grams of fiber
- Calcium and vitamin D (10% daily value)
- OptiGRO nutrients (DHA like that found in fish to support brain development; lutein like that found in spinach for eye health; vitamin E like that found in broccoli to support cell development)

Available only in the U.S., each box of Mix-Ins contains 10 powder packets and has a suggested retail price of \$9.99. It's available at all major retailers, Amazon, and [Abbott online store](#).

Mix-Ins is the newest addition to the brand's existing Go & Grow by Similac toddler portfolio, which includes milk-based toddler drinks for children ages 12 to 24 months. Go & Grow by Similac® products are specially designed to help balance toddler diets.

With more than 90 years of experience, Abbott conducts ongoing research to give children the strongest possible start in the first few years of life, and to support parents along the way. Abbott is dedicated to unconditional nourishment and continues to offer parents new feeding options. For tips on how parents can instill healthy eating habits in their toddlers that will last a lifetime, visit [Abbott nutrition newsroom](#).

About Abbott:

At Abbott (NYSE: ABB), we're committed to helping you live your best possible life through the power of health. For more than 125 years, we've brought new products and technologies to the world -- in nutrition, diagnostics, medical devices and branded generic pharmaceuticals -- that create more possibilities for more people at all stages of life. Today, 74,000 of us are working to help people live not just longer, but better, in the more than 150 countries we serve.

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References

1. Siega-Riz AM, Deming DM, Reidy KC et al. Food Consumption Patterns of Infants and Toddlers: Where Are We Now? JADA 2010; 110(12): S38-S51.

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